

Consumer Trust of In-store Delis Expands

Viewed as reliable outlet for **quality ingredients**

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No longer regarded solely a resource for meat and cheese, the local supermarket **deli is increasingly viewed by consumers as a reliable outlet for quality ingredients**, according to a recent study by the **Culinary Visions Panel**.

Key findings of the international study, which explored more than 3,000 consumers' dining habits in and out of the home, found more than 90 percent of respondents from the United States, Canada and the United Kingdom, in agreement that it's important to **trust deli departments when purchasing quality ingredients**.



"We know that trust is important to consumers in many countries when they choose where to shop for food," said **Sharon Olson, executive director of the Chicago-based Culinary Visions Panel**, which is a division of Olson Communications. "Local supermarket delis have gained a high level of consumer trust for quality ingredients in the U.S., Canada and the U.K."

While the study revealed that 82 percent of consumers in all three countries at least somewhat agreed that the **supermarket deli is a great place for healthy and delicious food**, the statement was especially true for American and Canadian consumers.

Consumers in all three countries agreed that supermarket **delis provide more opportunities to try new foods they wouldn't make at home**. Opinions significantly differ from those from the United Kingdom, with 65 percent showing more interest in new deli items than consumers from the United States (58 percent). At 51 percent, Canadians showed the least interest in new deli items.

Having **choices at the supermarket that meet dietary needs** is important for consumers from the United States, Canada and the United Kingdom, yet 35 percent of those in the United Kingdom said were more willing to compromise on taste when eating something healthy, compared with 22 percent of Americans and Canadians.

Consumers from all three countries generally associated **refrigerated foods with freshness**, yet the study revealed that Americans have the strongest belief that refrigerated foods are a fresh choice: 56 percent of them said so, compared with 43 percent of Canadians and 45 percent of those in the United Kingdom.

Quick service is important to all consumers, with respondents more likely to skip a purchase if it meant waiting in a long line at the supermarket.

The Global Dining Survey: Exploration of Consumer Dining At Home, At Work and in Restaurants study was conducted to explore consumers' attitudes and behaviors related to meal choices at home, in the workplace and at restaurants among more than 3,000 consumers in the United States, the United Kingdom and Canada. Topics included consumer trust, balancing healthy and indulgent, and national differences.